

Montana women’s history focus of new website

The year 2014 marks the 100th anniversary of women’s suffrage in Montana. To commemorate this anniversary, the Montana Historical Society has created a new website, Women’s History Matters, to raise the profile of women’s history by shining a spotlight on Montana women’s contributions, challenges and experiences over the past 200 years.

Visit Women’s History Matters, montanawomenshistory.org, to find:

- Bibliographies of manuscript collections, oral histories, government documents, pamphlets, magazine articles, videos and dvds, and published material;
- Over 130 articles published in *Montana The Magazine of Western History* to download and read;
- Information on oral histories, including what’s been collected and how to conduct your own;
- Educator resources, including lesson plans;
- Suggestions for ways communities,



Aviatrice Katherine Stinson at the Montana State Fair, 1913. (Photograph by R. H. McKay, Missoula; from the Montana Historical Society Research Center Photograph Archives, Helena)

individuals, and organizations can celebrate the centennial;

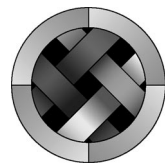
- Information on selected historic places – from homesteads to hospitals – associated with Montana women’s history;
- Resources specifically related to the suffrage campaign, including links to newspaper articles published in the Montana press debat-

ing the issue in 1914;

- A gallery of intriguing photographs that hint at the diversity of Montana women’s lives; and
- Information about speakers willing to travel to your community and other suggestions for how to celebrate the centennial.

Twice weekly blog posts will feature a wide range of Montana women’s stories and topics, from women bootleggers and the Women’s Christian Temperance Union to early Virginia City businesswoman Sarah Bickford and 20th-century Blackfeet banker Elouise Cobell. The blog will be updated Tuesdays, Thursdays and sometimes Fridays, so visit often or subscribe to receive these posts in your mailbox (subscription information in the right-hand column of the home page).

The society has also created a Facebook page that encourages Montanans to share the stories of the women important to their own lives and communities: www.facebook.com/montanawomenshistory



21

Report measures contribution of the arts to economy

The U.S. Bureau of Economic Analysis (BEA) and the National Endowment for the Arts recently released estimates from the new Arts and Cultural Production Satellite Account (ACPSA) – the first federal effort to provide in-depth analysis of the arts and cultural sector’s contributions to current-dollar gross domestic product (GDP), a measure of the final dollar value of all goods and services produced in the United States.

According to these new estimates, 3.2 percent – or \$504 billion – of GDP in 2011 was attributable to arts and culture. In comparison, BEA’s estimated value of the U.S. travel and tourism industry was 2.8 percent of GDP.

“The positive value of arts and culture on society has been understood on a human level for millennia. With this new effort, we are now able to quantify the impact of arts and culture on GDP for the very first time,” said U.S. Secretary of Commerce Penny Pritzker.

“Art and culture is a significant part of the U.S. economy. Not just its contributions of ideas and creativity to the innovation economy, but also as an important part of the labor force and our country’s GDP,” said NEA Senior Deputy Chairman Joan Shigekawa. She adds that the ACPSA offers “an unprecedented resource for detailed, reliable data on the economic value associated with arts and cultural activity.”

Satellite accounts are supplementary estimates that provide greater detail and allow analysis of a particular aspect of the economy, such as arts and cultural production.

The ACPSA provides national estimates for the years 1998-2011 on select arts and cultural commodities and industries (both for-profit and nonprofit) and include nominal industry output, direct and indirect employment (salaried and self-employed), compensation of employees, and “value added” by industry.

Among the key findings:

- **Arts and GDP:** For 2011, the value added from arts and cultural production accounted for nearly 3.2 percent, or \$504 billion, of GDP. The leading contributing industries were motion picture and video production, advertising services, cable television

production and distribution, publishing, and the performing arts.

- **Valuable arts commodities, from advertising to arts education :** For 2011, the gross output of arts and cultural production was \$916 billion. Advertising (creative content only) contributed the most, with an output of \$200 billion, or 20 percent of all arts and cultural commodities. The second largest share was arts education (including post-secondary fine arts schools, fine arts and performing arts departments, and academic performing arts centers) with an output of \$104 billion. Cable television production and distribution added \$100 billion and “motion picture and video goods and services” generated \$83 billion in output, tallying the third and fourth largest shares.

- **Arts and the recession:** The arts suffered more than the overall economy during the recession of 2007-2009, dipping from a high of 3.5 percent for the period from 1998-2006, to its current level of 3.2 percent for the ratio of current-dollar value added for arts and cultural production to current-dollar GDP.

- **Trade deficit reverses:** A 10-year trend of trade deficits in arts and cultural production was reversed beginning with 2008, when the United States began posting trade surpluses. Commodities most often traded are jewelry and silverware and motion picture and video goods and services. During the 2007-2009 recession and its aftermath, imports of jewelry and silverware waned, while exports of movies, TV shows, etc., remained comparatively strong, despite the weak worldwide economy at that time.

- **Employment:** In 2011, the production of arts and cultural goods and services employed two million workers and generated \$289.5 billion in employee compensation in the form of wages, salaries and supplements. The largest share worked in the motion picture and video industry, which employed nearly 310,000 workers at \$25 billion in compensation. Museums and performing arts industries each employed roughly 100,000 workers who earned \$6 billion and \$8 billion, respectively.

The 2007-2009 recession took a heavy toll on arts and cultural employment. In 2009

alone, employment in the field declined by more than 170,000.

- **High-ranking cultural industries:** In 2011, the six industries that accounted for 45 percent of arts and cultural production were: motion picture and video industries, advertising services (creative content only), cable television production, TV and radio broadcasting, newspaper and magazine publishing, and the performing arts and independent artists.

ACPSA tools and resources

This analysis offers far more detail than previous measures, which often aggregated arts industry data and combined them with other sectors, such as spectator sports. In addition to the core account data, the NEA and BEA offer several analytical resources.

The NEA website, for instance, features many tables with detailed information and a series of issue briefs that examines several aspects of the account, from GDP to production, and more. These resources provide specific examples, such as delving into particular performing arts categories from theater to symphonies to circuses.

Readers will also learn about arts-related production in non-arts industries, such as the share of arts production in software publishing (for computer games, computer-assisted design, and other arts-related software).

Available online at arts.gov as part of the NEA’s Arts Data Profile series, these resources include:

- Links to the satellite account tables for 1998-2011, including more detailed industry information;
- Issue briefs with key findings on GDP, the recession, imports and exports, arts workers, and select industries;
- An NEA Guide to the U.S. Arts and Cultural Production Satellite Account, a white paper which describes the rationale, methods, and goals of the account, and discusses similar international efforts to measure arts and the economy. This paper also sets forth classification and methods for computing the economic value of arts and cultural workers and volunteers.

Idea of the Month: Lessons from Coca-Cola

Coca-Cola’s innovation team shared some of the major lessons they’ve learned over the years – and there are a few things fundraisers can take away from them.

- **Get out of the building.** Just as Coca-Cola urged its team to get away from meetings and talk directly to customers, nonprofit pros should take time to personally connect with donors and look at the end result of their mission.

- **It’s not failure, it’s learning.** When money’s tight, fear of mistakes is higher. But mistakes happen. The key is treating them as a process to figure out what went wrong and how to fix it.

- **Start with a problem, not a solution.** Rather than seeing a great fundraising idea and trying to copy it, look at what you need to fix, and create a program that responds to that.

Info: is.gd/CokeLessons

– Reprinted with permission from the Nonprofit Board Report (800-220-5000)

Silver Park (from previous page)

The foundation has agreed to provide \$15,000 to augment an \$18,000 grant from the city under the Percent for Art ordinance. The Silver Foundation grant stimulated a matching grant of \$15,000 from the Missoula Redevelopment Agency (MRA), bringing the total to \$48,000 for art commissions.

The commissioned sculptures will meet criteria set forth by the city’s Public Art Committee.

Montgomery confirmed the Silver Founda-

tion’s intent to spend an additional \$75,000 on a centerpiece sculpture to commemorate the Silver Family. This major commission will be awarded to “artwork of a unique and outstanding quality that will bring enduring focus to Morris and Helen Silver’s profound imprint on Missoula history.”

The foundation’s vision for successful submission plans will include sculpture criteria of at least some repurposed, salvaged and/or recycled materials.

Look for art calls in April

Two submission calls for sculpture designs will go out in early April. Interested artists should consult Missoula’s Public Art Committee webpage at www.ci.missoula.mt.us/438/Public-Art-Committee.